WHAT IS CLAIMED IS:

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1. A color image forming apparatus having: color measuring means for applying light to images of respective developer colors formed on a transferring material, and detecting reflected light from said images by an optical sensor;

setting means for variably setting a detecting condition of said color measuring means in conformity with predicted reflectance; and

- control means for adjusting an image forming condition on a basis of the reflected light detected by said color measuring means in accordance with said detecting condition set by said setting means.
- 2. A color image forming apparatus according to Claim 1, wherein said detecting condition is an amount of light of a light source.
- A color image forming apparatus according to
 Claim 1, wherein said detecting condition is an accumulation time of an accumulation type sensor.
- A color image forming apparatus according to Claim 1, wherein said detecting condition is an
 accumulation time of an accumulation type sensor and a length of the detected images along a conveyance direction.

- 5. A color image forming apparatus according to Claim 2, wherein the amount of light of the light source as said detecting condition is changeable so as to be decreased as the predicted reflectance becomes greater and to be increased as the predicted reflectance becomes smaller.
- A color image forming apparatus according to Claim 3, wherein the accumulation time as said
 detecting condition is changeable so as to be decreased as the predicted reflectance becomes greater, and to be increased as the predicted reflectance becomes smaller.
- 7. A color image forming apparatus according to Claim 4, wherein the length of the detected image along the conveyance direction as said detecting condition is shortened as the predicted reflectance becomes greater, and is lengthened as the predicted reflectance becomes smaller.
- 8. A color image forming apparatus according to Claim 1, wherein said color measuring means is provided with a light source having a spectrum over an entire visible light, and a sensor comprising pixels provided with three or more filters having a spectral characteristic.

9. A color image forming apparatus according to Claim 1, wherein said color measuring means is provided with three or more light sources having difference spectra and one or more sensors.

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- 10. A color image forming apparatus according to Claim 1, wherein said color measuring means is provided with a light source having a spectrum over an entire visible light, and a sensor comprising means for separating the reflected light from the images and a plurality of pixels for measuring the intensity of the separated lights.
- 11. A color image forming apparatus according
 to Claim 1, wherein said color measuring means is
 provided with three or more light sources having
 different spectra, and one or more sensors, and when
 said light sources are turned on one by one and
 reflected lights corresponding to the respective
 light sources are detected by the sensor or sensors,
 the amount of light of each light source is changed
 in conformity with predicted spectral reflectance.
- 12. A color image forming apparatus according
 25 to Claim 1, wherein said setting means, when it sets
 said detecting condition, effects the setting of said
 detecting condition in conformity with the actually

measured reflectance of the images, in addition to the predicted reflectance.

13. A color measurement controlling method for a color image forming apparatus having:

a color measuring step of applying light to images of respective developer colors formed on a transferring material, and detecting reflected light from the images by an optical sensor;

a setting step of variably setting a detecting condition of said color measuring step for each developer color in conformity with predicted reflectance; and

a controlling step of adjusting an image

15 forming condition on a basis of the reflected light detected at said color measuring step in accordance with the detecting condition variably set by said setting step.

- 20 14. A color measurement controlling method according to Claim 13, wherein said detecting condition is an amount of light of a light source.
- 15. A color measurement controlling method
 25 according to Claim 13, wherein said detecting condition is an accumulation time of an accumulation type sensor.

- 16. A color measurement controlling method according to Claim 13, wherein said detecting condition is an accumulation time of an accumulation type sensor and a length of the detected images along a conveyance direction.
- 17. A color measurement controlling method according to Claim 14, wherein the amount of light of the light source as said detecting condition is

 10 decreased as the predicted reflectance becomes greater, and is increased as the predicted reflectance becomes smaller.
- 18. A color measurement controlling method

 15 according to Claim 15, wherein the accumulation time
 as said detecting condition is decreased as the
 predicted reflectance becomes greater, and is
 increased as the predicted reflectance becomes
 smaller.

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19. A color measurement controlling method according to Claim 16, wherein the length of the image along the conveyance direction as said detecting condition is shortened as the predicted reflectance becomes greater, and is lengthened as the predicted reflectance becomes smaller.

- 20. A color measurement controlling method according to Claim 13, wherein said color measuring step is executed by a light source having a spectrum over an entire visible light, and a sensor comprising pixels provided with three or more filters having a spectral characteristic.
- 21. A color measurement controlling method according to Claim 13, wherein said color measuring step is executed by three or more light sources having different spectra, and one or more sensors.
- 22. A color measurement controlling method according to Claim 13, wherein said color measuring step is executed by a light source having a spectrum over an entire visible light, and a sensor comprising means for separating the reflected light from the images and a plurality of pixels for measuring the intensities of the separated lights.

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23. A color measurement controlling method according to Claim 13, wherein said color measuring step is executed by three or more light sources having different spectra, and one or more sensors, and includes a step of turning on the light sources one by one and changing the amount of light of each light source in conformity with the predicted

spectral reflectance when the reflected lights corresponding to the respective light sources are detected by the sensor or sensors.

5 24. A color measurement controlling method according to Claim 13, wherein in case of the setting of said detecting condition at said setting step, the setting of said detecting condition is effected in conformity with the actually measured reflectances of the images, in addition to the predicted reflectance.